

Claims

1. An advertising article for cigarettes having display surfaces, said advertising article comprising:

(a) a body portion having four display panels, separated by folding creases running longitudinally from a top to a bottom of the body portion;

(b) means for attaching a first one of said four display panels to a second one of said four display panels, said means comprising a folding portion foldably connected to said first one of said four display panels and being attachable to the underside of said second one of said four display panels; and

(a) at least one of said display panels of said body portion being used to display advertising material.

2. The advertising article of claim 1, wherein said folding portion is adhesively attached to the underside of said second one of said four display panels.

3. The advertising article of claim 1, wherein said body portion is formed of lightweight cardboard paper.

4. The advertising article of claim 1, wherein said body portion is a sleeve adapted to slide over the walls of a cigarette package.

5. The advertising article of claim 4, wherein said body portion covers the entirety of the display surfaces of the cigarette package.

6. The advertising article of claim 4, wherein advertising material is provided on all four display panels of said body portion.

7. The advertising article of claim 1, wherein said body portion including a bottom display portion and a top display portion, said top portion and bottom portion each being attached to one of said four display panels such that said article is a package adapted to hold cigarettes.

8. The advertising article of claim 7, wherein said advertising material is provided on all six display surfaces of said body portion.

9. A method for providing an advertiser with an advertising article for a cigarette package, said advertising article having display panels that feature advertising material, said method comprising the steps of:

- (a) receiving instructions regarding the advertising material from the advertiser over a communications network;
- (b) printing said advertising material on the display panels of the advertising article to produce the advertising article; and
- (c) delivering said advertising article to the advertiser.

10. The method of claim 9, wherein said advertising material is provided by said advertiser over the communications network.

11. The method of claim 9, wherein said advertising material is selected by said advertiser over the communications network.

12. The method of claim 9, wherein said advertising article is an advertising sleeve adapted to slide over the walls of a cigarette package.

13. The method of claim 9, wherein said advertising article is an advertising package adapted to hold cigarettes.

14. A system for providing an advertiser with an advertising article for cigarettes, said advertising article having display panels that feature advertising material, said system comprising:

- (a) a communications network;

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- (b) an advertising center coupled to said communications network, said advertising center being adapted to receive instructions regarding the advertising material from the advertiser over the communications network;
- (c) means for printing said advertising material on the display panels of the advertising article; and
- (d) means for delivering said advertising article to the advertiser.

15. The system of claim 14, further comprising a graphics center coupled to said communications network for preparing the advertising material according to the instructions received from the advertiser.

16. The method of claim 14, wherein said advertising article is an advertising sleeve adapted to slide over the walls of a cigarette package.

17. The method of claim 14, wherein said advertising article is an advertising package adapted to hold cigarettes.

18. A method for advertising comprising the steps of:

- (a) manufacturing an advertising article having at least four display panels; and
- (b) printing advertising material on at least one of the display panels of the advertising article.

19. The method of claim 18, wherein said advertising material is provided on all four display panels of said body portion.

20. The method of claim 18, wherein said advertising article is an advertising sleeve adapted to slide over the walls of a cigarette package.

21. The method of claim 18, wherein said advertising article is an advertising package adapted to hold cigarettes.

22. A method of using an advertising article having display surfaces, said method comprising the steps of:

- (a) receiving an advertising article having front and back display panels said advertising article being adapted to display advertising material; and
- (b) using said advertising article in association with cigarettes.

23. The method of claim 22, wherein said advertising article is an advertising sleeve and is adapted to have substantially the same dimensions as the dimensions of a cigarette package and wherein step (b) comprises sliding said advertising sleeve over the cigarette package.

24. The method of claim 22, wherein said advertising article is an advertising package and is adapted to hold cigarettes.

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